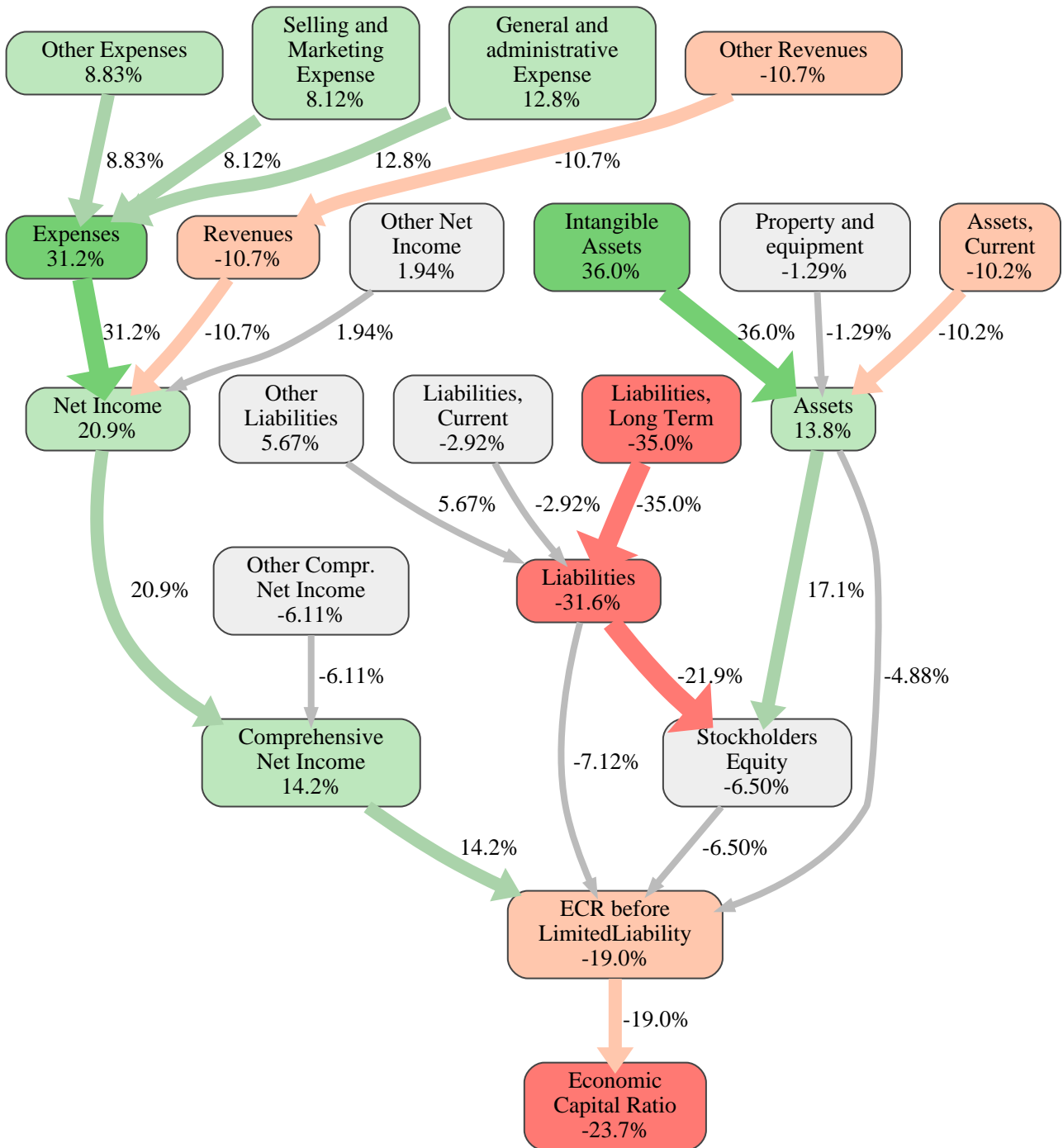




RealRate

FOOD 2013

General Mills INC  
Rank 36 of 50





FOOD 2013

General Mills INC  
Rank 36 of 50



The relative strengths and weaknesses of General Mills INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of General Mills INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 36% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 35% points.

The company's Economic Capital Ratio, given in the ranking table, is 130%, being 24% points below the market average of 154%.

Input Variable	Value in 1000 USD
Assets, Current	3,691,400
General and administrative Expense	0
Intangible Assets	12,887,400
Liabilities, Current	3,843,200
Liabilities, Long Term	8,351,700
Other Assets	865,300
Other Compr. Net Income	-732,900
Other Expenses	15,157,000
Other Liabilities	1,171,400
Other Net Income	66,400
Other Revenues	16,657,900
Property and equipment	3,652,700
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	21,096,800
Liabilities	13,366,300
Expenses	15,157,000
Revenues	16,657,900
Stockholders Equity	7,730,500
Net Income	1,567,300
Comprehensive Net Income	834,400
BaseVar	50,171,892
ECR before LimitedLiability	57%
Economic Capital Ratio	130%